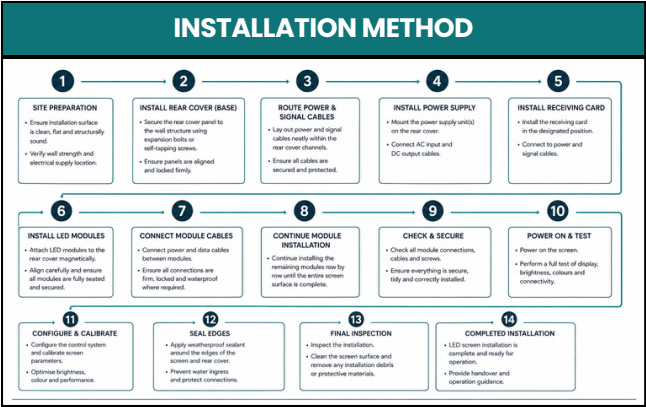
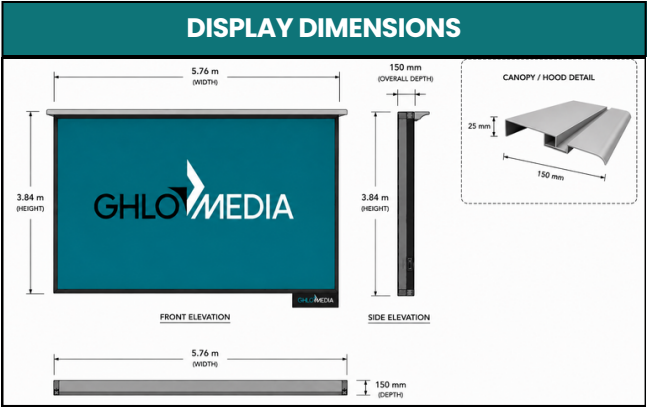


PROPOSED LED DIGITAL DISPLAY INSTALLATION

131 HIGH STREET (VIEWSLEY)

PLANNING APPLICATION VISUAL

This visual illustrates the proposed installation of a **5.76 m (W) × 3.84 m (H)** externally mounted LED display. The display has been designed as a slim-profile, wall-mounted installation with minimal projection from the existing building façade, ensuring it integrates appropriately with the architectural character of the host building while maintaining the visual quality of the surrounding streetscape.



SCREEN SPECIFICATION	
Pixel Pitch	P4 (4 mm)
Brightness	Auto-adjusting (Up to 5,500 cd/m²)
Refresh Rate	Up to 3840 Hz
Display Colours	43.98 Billion Colours
Viewing Angle	140° (H) / 130° (V)
Weather Protection	IP65 Outdoor Rated
Operating Temperature	-20°C to +40°C
Service Life	≥100,000 Hours
Maintenance	Front Service Access
Content Management	Scheduled & Remote Updates

KEY FEATURES & BENEFITS

LOW GLARE DISPLAY
Designed with controlled brightness and anti-glare technology to deliver clear content while blending naturally with the surrounding environment.

INTELLIGENT BRIGHTNESS
Ambient light sensors automatically adjust the screen brightness throughout the day, maintaining comfortable viewing levels in changing daylight conditions.

WEATHERPROOF DESIGN
Constructed with an IP65-rated enclosure to provide reliable year-round performance in all weather conditions.

ENERGY EFFICIENT
Advanced LED technology delivers outstanding image quality while reducing power consumption and minimising environmental impact.

WIDE VIEWING ANGLE
Provides excellent image clarity from multiple directions, ensuring clear visibility for pedestrians and passing traffic.

QUIET OPERATION
The display operates silently with no moving parts, ensuring no additional noise is introduced to the surrounding environment.

NOTES & BENEFITS

ENHANCES THE STREETSCAPE
Introduces a contemporary digital display that integrates with the building façade and contributes positively to the surrounding commercial environment.

PLANNING COMPLIANT
Designed in accordance with planning principles, with controlled brightness, minimal projection, and consideration for the surrounding area.

SUPPORTS LOCAL ECONOMY
Provides a modern advertising platform for local businesses, community information, and public awareness campaigns.